

2021 Patron Intent Survey

Key survey response highlights

Administered by Arts Services Inc



Arts
Services
INC



251

patron responses
to survey

attended events at concert
halls & theatres and
museums prior to the
pandemic

Followed by 84% attending outdoor events, 74% attending non-traditional venues, 69% attending nature centers or gardens, 58% attending film and media arts events, 55% attending the zoo or aquarium, 49% attending science or children's museums, and 41% attending workshops

90%

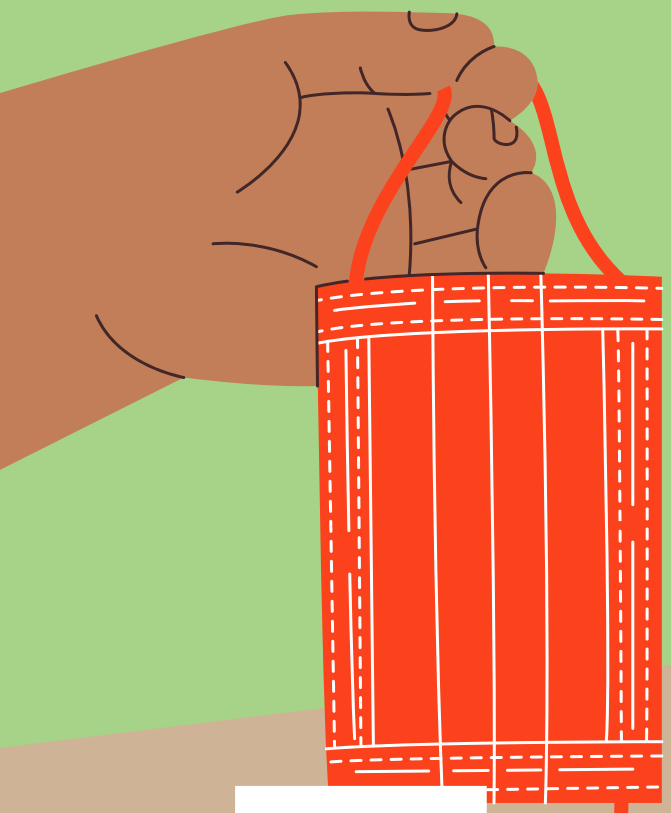
attended outdoor
events in-person since
March 2020

Followed by 33% attending museums and non-traditional performing venues, 24% attending nature gardens and 24% who have not attended any in-person events since March 2020

35%

are fully vaccinated
(out of 229
responses)

90%



Erie

84% live in Erie County
10% from Niagara County
4% from Chautauqua County

Less than 1% of responses
came from Wyoming,
Genesee, Monroe, and
Allegany counties

identified as female

27% identified as male,
1% identified as nonbinary
4% chose not to identify

67%



identified as White
or Caucasian

7% chose not to identify, 3%
identified as Black, 2% identified
as Hispanic or Latinx and biracial

85%

PATRONS WHO HAVE NOT YET RETURNED

MOST COMFORTING

- + Full vaccination status
- + Herd immunity
- + Ability to be outdoors
- + Avoiding lines of people
- + Limited crowds or attendance

LESS COMFORTING

- Visible enforcement of safety procedures
- Availability of hand sanitizer
- Government lifting restrictions
- Knowing cleaning procedure
- Social distancing
- Mandatory masking
- Mandatory vaccinations
- Health screening
- Seeing others visit

LARGE DETERRENTS

1. *General health and safety concerns*

LESS CONCERNING

1. *Lack of trust in public honesty regarding vaccination history*
2. *Loss of income*
3. *Uninteresting programming*
4. *Lack of time*
5. *Lack of access*
6. *Mandatory masking*
7. *Mandatory vaccinations*



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PATRONS WHO HAVE RETURNED TO IN-PERSON EVENTS

2021 Patron Intent Survey
Response Highlights

MOST COMFORTING

- + Full vaccination status
- + Ability to be outdoors
- + Limited crowds or attendance
- + Social distancing policy

LESS COMFORTING

- Mandatory mask policy
- Avoiding lines
- Visible enforcement of policy
- Government lifting restrictions
- Herd immunity
- Availability of hand sanitizer
- Knowing cleaning procedure
- Seeing others visit
- Health screening

LARGE DETERRENTS

1. *Lack of trust in public honesty regarding vaccination history*

LESS CONCERNING

1. *Safety concerns*
2. *Uninteresting programming*
3. *Lack of time*
4. *Lack of income*
5. *Lack of access*
6. *Mandatory vaccinations*
7. *Mandatory masking*



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OTHER KEY TAKEAWAYS

2021 Patron Intent Survey
Response Highlights

- + Those who have not yet returned to in-person events plan to do so between the next month and next three months
- + Full vaccination status is what will cause most people to return in-person or led to most people's return to in-person activities
- + Governor Cuomo lifting restrictions on June 15th was NOT a factor in responses



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